

ORDER



KSDK

Orders
Order / Rev: 700971
Alt Order #: 06232080
Product Desc: BRUNNER FOR SENATE
Estimate: 158
Flight Dates: 07/24/12 - 08/05/12
Original Date / Rev: 08/02/12 / 08/02/12
Order Type: Political

Primary AE: Kristin Waskie
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Stevens Reed Curcio & Potholm Medi
Buying Contact:
Billing Contact:
 201 North Union Street, Suite 200
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Brunner, J/ R/ Senate
Demographic: A35+
Product Codes: PL-US Senate
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/25/12	07/29/12	67	\$63,360.00	\$53,856.00
07/30/12	08/05/12	17	\$14,050.00	\$11,942.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2012	67	\$63,360.00	\$53,856.00	317.40
August 2012	17	\$14,050.00	\$11,942.50	62.60
Totals	84	\$77,410.00	\$65,798.50	380.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristin Waskie			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSDK	49%	\$77,410.00
Market	100%	\$157,979.59

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KDNL	3%	\$4,739.39
KETC	0%	\$0.00
KMOV	21%	\$33,175.71
KNLC	0%	\$0.00
KPLR	0%	\$0.00
KTVI	27%	\$42,654.49
UNKWN	0%	\$0.00
WHSL	0%	\$0.00
WPXS	0%	\$0.00
WRBU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSDK	07/24/12	07/29/12	M-F 10-11A News at 10am	CM	10-11A	- TWTF - -	:30	4	\$125.00	P-3	2.40	NM	4	\$500.00
NEWS 5 @ 10AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	07/23/12	07/29/12	- TWTF - -		4		\$125.00		2.40					
2	KSDK	07/24/12	07/29/12		CM	1035-1137p	- TWT - - -	:30	3	\$410.00	P-2	4.00	NM	3	\$1,230.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				Tonight Show												
				Tonight Show												
TONIGHT SHOW																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		07/23/12	07/29/12	-TWT---					3	\$410.00		4.00				
3	KSDK	07/30/12	07/30/12	Olympics Late Fringe	CM	Olympics Late Frin	M-----	:30	1	\$1,200.00	P-3	4.70	NM	1	\$750.00	
				Olympics Late Fringe												
OLYMPIC LATE NIGHT																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		07/30/12	08/05/12	M-----					1	\$1,200.00		4.70				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	KSDK	07/30/12-08/05/12		Olympics Late Fringe			Olympics Late Fri	M-----	:30	\$750.00		4.70	NM			
4	KSDK	07/24/12	07/29/12	M-F Noon News	CM	12-1230p	-TWTF--	:30	4	\$300.00	P-3	3.50	NM	4	\$1,200.00	
				Noon News												
NEWS 5 @ NOON																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		07/23/12	07/29/12	-TWTF--					4	\$300.00		3.50				
5	KSDK	07/24/12	07/29/12	M-F 3-4p	CM	3-4p	-TWTF--	:30	3	\$375.00	P-3	2.90	NM	3	\$1,680.00	
				Ellen												
ELLEN																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		07/23/12	07/29/12	-TWTF--					3	\$375.00		2.90				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	KSDK	07/23/12-07/29/12		M-F 3-4p			3-4p	-TWThF----	:30	(\$375.00)		2.90	NM			
				See MG 5.4,5.5,5.6												
				[Per Management]												
2	KSDK	07/23/12-07/29/12		M-F 3-4p			3-4p	-TWThF----	:30	(\$375.00)		2.90	NM			
				See MG 5.4,5.5,5.6												
				[Per Management]												
3	KSDK	07/23/12-07/29/12		M-F 3-4p			3-4p	-TWThF----	:30	(\$375.00)		2.90	NM			
				See MG 5.4,5.5,5.6												
				[Per Management]												
4	KSDK	07/25/12-07/27/12		M-F 3-4p			3-4p	--WThF----	:30	\$560.00		2.90	NM			
				Ⓜ MG for 5.1,5.3,5.2												
				[na]												
5	KSDK	07/25/12-07/27/12		M-F 3-4p			3-4p	--WThF----	:30	\$560.00		2.90	NM			
				Ⓜ MG for 5.1,5.3,5.2												
				[na]												
6	KSDK	07/25/12-07/27/12		M-F 3-4p			3-4p	--WThF----	:30	\$560.00		2.90	NM			
				Ⓜ MG for 5.1,5.3,5.2												
				[na]												
6	KSDK	07/24/12	07/29/12	M-F 4P News	CM	4-430P	-TWTF--	:30	4	\$450.00	P-3	4.10	NM	4	\$1,800.00	
				News 5 at Four												
NEWS CH 5 @ 4PM																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		07/23/12	07/29/12	-TWTF--					4	\$450.00		4.10				
7	KSDK	07/24/12	07/29/12	M-F 430-5p	CM	430-5p	-TWTF--	:30	4	\$500.00	P-3	5.40	NM	4	\$2,000.00	
				Jeopardy												
JEOPARDY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		07/23/12	07/29/12	-TWTF--					4	\$500.00		5.40				
8	KSDK	07/24/12	07/30/12	M-F 5P News	CM	5-530P	MTWTF--	:30	5	\$800.00	P-3	9.20	NM	4	\$4,800.00	
				News Channel 5 at 5P												
NEWS 5 @ 5																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		07/24/12	07/30/12	MTWTF--					5	\$800.00		9.20				

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8	KSDK	07/24/12	07/30/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	MTWTF--	:30	5	\$800.00	P-3	9.20	NM	4	\$4,800.00
NEWS 5 @ 5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/24/12	07/30/12	MTWTF--	5		\$800.00		9.20						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	07/24/12-07/30/12		M-F 5P News See MG 12.7,12.8,12.9,12.10,12.11 [Per Management]		5-530P	MTWThF----	:30		(\$1,200.00)		9.20	NM		
2	KSDK	07/24/12-07/30/12		M-F 5P News See MG 8.6,8.7,8.8,8.9 [Per Management]		5-530P	MTWThF----	:30		(\$800.00)		9.20	NM		
3	KSDK	07/24/12-07/30/12		M-F 5P News See MG 8.6,8.7,8.8,8.9 [Per Management]		5-530P	MTWThF----	:30		(\$800.00)		9.20	NM		
4	KSDK	07/24/12-07/30/12		M-F 5P News See MG 8.6,8.7,8.8,8.9 [Per Management]		5-530P	MTWThF----	:30		(\$800.00)		9.20	NM		
5	KSDK	07/24/12-07/30/12		M-F 5P News See MG 8.6,8.7,8.8,8.9 [Per Management]		5-530P	MTWThF----	:30		(\$800.00)		9.20	NM		
6	KSDK	07/25/12-07/30/12		M-F 5P News Ⓜ MG for 8.4,8.5,8.2,8.3 [n/a]		5-530P	M-WThF----	:30		\$1,200.00		9.20	NM		
7	KSDK	07/25/12-07/30/12		M-F 5P News Ⓜ MG for 8.4,8.5,8.2,8.3 [n/a]		5-530P	M-WThF----	:30		\$1,200.00		9.20	NM		
8	KSDK	07/25/12-07/30/12		M-F 5P News Ⓜ MG for 8.4,8.5,8.2,8.3 [n/a]		5-530P	M-WThF----	:30		\$1,200.00		9.20	NM		
9	KSDK	07/25/12-07/30/12		M-F 5P News Ⓜ MG for 8.4,8.5,8.2,8.3 [n/a]		5-530P	M-WThF----	:30		\$1,200.00		9.20	NM		
9	KSDK	07/30/12	07/30/12	M-F 5-6A 5-6a	CM	5-6A	M-----	:30	2	\$375.00	P-2	2.60	NM	2	\$750.00
RATE REVISION TODAY IN ST. LOUIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	M-----	2		\$375.00		2.60						
10	KSDK	07/24/12	07/30/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	MTWTF--	:30	5	\$850.00	P-3	9.30	NM	4	\$5,100.00
NEWS 5 @ 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/24/12	07/30/12	MTWTF--	5		\$850.00		9.30						

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10	KSDK	07/24/12	07/30/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	MTWTF--	:30	5	\$850.00	P-3	9.30	NM	4	\$5,100.00
NEWS 5 @ 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/24/12	07/30/12	MTWTF--		5				\$850.00		9.30			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	07/24/12-07/30/12	M-F 6P News			6-630P	MTWThF----	:30		(\$850.00)		9.30	NM		
	See MG 10.6,10.7,10.8,10.9 [Per Management]														
2	KSDK	07/24/12-07/30/12	M-F 6P News			6-630P	MTWThF----	:30		(\$850.00)		9.30	NM		
	See MG 10.6,10.7,10.8,10.9 [Per Management]														
3	KSDK	07/24/12-07/30/12	M-F 6P News			6-630P	MTWThF----	:30		(\$850.00)		9.30	NM		
	See MG 10.6,10.7,10.8,10.9 [Per Management]														
4	KSDK	07/24/12-07/30/12	M-F 6P News			6-630P	MTWThF----	:30		(\$1,275.00)		9.30	NM		
	See MG 12.7,12.8,12.9,12.10,12.11 [Per Management]														
5	KSDK	07/24/12-07/30/12	M-F 6P News			6-630P	MTWThF----	:30		(\$850.00)		9.30	NM		
	See MG 10.6,10.7,10.8,10.9 [Per Management]														
6	KSDK	07/25/12-07/30/12	M-F 6P News			6-630P	M-WThF----	:30		\$1,275.00		9.30	NM		
	Ⓜ MG for 10.2,10.3,10.5,10.1 [n/a]														
7	KSDK	07/25/12-07/30/12	M-F 6P News			6-630P	M-WThF----	:30		\$1,275.00		9.30	NM		
	Ⓜ MG for 10.2,10.3,10.5,10.1 [n/a]														
8	KSDK	07/25/12-07/30/12	M-F 6P News			6-630P	M-WThF----	:30		\$1,275.00		9.30	NM		
	Ⓜ MG for 10.2,10.3,10.5,10.1 [n/a]														
9	KSDK	07/25/12-07/30/12	M-F 6P News			6-630P	M-WThF----	:30		\$1,275.00		9.30	NM		
	Ⓜ MG for 10.2,10.3,10.5,10.1 [n/a]														
11	KSDK	07/24/12	07/30/12	M-F 6-7A 6-7a	CM	6-7A	MTWTF--	:30	10	\$600.00	P-2	4.90	NM	10	\$6,000.00
TODAY IN ST. LOUIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/24/12	07/30/12	MTWTF--		10				\$600.00		4.90			
12	KSDK	07/24/12	07/27/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	-TWTF--	:30	4	\$1,000.00	P-3	8.40	NM	8	\$9,625.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-TWTF--		4				\$1,000.00		8.40			

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12	KSDK	07/24/12	07/27/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	- TWTF - -	:30	4	\$1,000.00	P-3	8.40	NM	8	\$9,625.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/23/12	07/29/12	- TWTF - -	4		\$1,000.00		8.40						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>					
1	KSDK	07/23/12-07/29/12	630-7P Wheel	630-7P		- TWThF - - - -	:30	(\$1,000.00)	8.40	NM					
See MG 12.5, 12.6 [Per Management]															
2	KSDK	07/23/12-07/29/12	630-7P Wheel	630-7P		- TWThF - - - -	:30	(\$1,000.00)	8.40	NM					
See MG 12.7, 12.8, 12.9, 12.10, 12.11 [uncredit]															
3	KSDK	07/23/12-07/29/12	630-7P Wheel	630-7P		- TWThF - - - -	:30	(\$1,000.00)	8.40	NM					
See MG 12.5, 12.6 [Per Management]															
4	KSDK	07/23/12-07/29/12	630-7P Wheel	630-7P		- TWThF - - - -	:30	(\$1,500.00)	8.40	NM					
See MG 12.12 [Per Management]															
5	KSDK	07/25/12-07/26/12	630-7P Wheel	630-7P		- - WTh - - - - -	:30	\$1,500.00	8.40	NM					
Ⓜ MG for 12.1, 12.3 [n/a]															
6	KSDK	07/25/12-07/26/12	630-7P Wheel	630-7P		- - WTh - - - - -	:30	\$1,500.00	8.40	NM					
Ⓜ MG for 12.1, 12.3 [n/a]															
7	KSDK	07/26/12-07/27/12	M-F 2-3p	2-3p		- - - ThF - - - -	:30	\$200.00	0.00	NM					
Ⓜ MG for 10.4, 8.1, 23.1, 12.2 [n/a]															
8	KSDK	07/26/12-07/27/12	M-F 2-3p	2-3p		- - - ThF - - - -	:30	\$200.00	0.00	NM					
Ⓜ MG for 10.4, 8.1, 23.1, 12.2 [n/a]															
9	KSDK	07/28/12-07/28/12	Olympics Zone	Olympics Zone		- - - - - Sa - -	:30	\$2,250.00	0.00	NM					
Ⓜ MG for 10.4, 8.1, 23.1, 12.2 [n/a]															
10	KSDK	07/30/12-07/30/12	Olympics Zone	Olympics Zone		M - - - - - - -	:30	\$2,250.00	0.00	NM					
Ⓜ MG for 10.4, 8.1, 23.1, 12.2 [n/a]															
11	KSDK	07/26/12-07/27/12	M-F 10-11A	10-11A		- - - ThF - - - -	:30	\$225.00	0.00	NM					
Ⓜ MG for 10.4, 8.1, 23.1, 12.2 [n/a]															
12	KSDK	07/24/12-07/24/12	630-7P Wheel	630-7P		- T - - - - - - -	:30	\$1,500.00	8.40	NM					
Ⓜ MG for 12.4 07/27 [n/a]															
13	KSDK	07/30/12	07/30/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	M - - - - -	:30	1	\$2,250.00	P-2	9.20	NM	1	\$2,250.00
OLYMPIC ZONE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	M - - - - -	1		\$2,250.00		9.20						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>					
1	KSDK	07/30/12-08/05/12	630-7P Wheel	630-7P		M - - - - - - -	:30	(\$2,250.00)	9.20	NM					
See MG 13.2 [Prgm Change]															
2	KSDK	07/30/12-07/30/12	Olympics Zone	Olympics Zone		M - - - - - - -	:30	\$2,250.00	9.20	NM					
Ⓜ MG for 13.1 07/30 [inv code change]															
14	KSDK	07/24/12	07/27/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	- TWTF - -	:30	8	\$600.00	P-2	4.80	NM	8	\$4,800.00
RATE REVISION TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/23/12	07/29/12	- TWTF - -	8		\$600.00		4.80						
15	KSDK	07/30/12	07/30/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	M - - - - -	:30	2	\$600.00	P-2	4.80	NM	2	\$1,200.00

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 Estimate: 158
KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	M-----		2				\$600.00		4.80			
16	KSDK	07/24/12	07/27/12	M-F 9-10A NBC Today Show II 9-10A	CM	9-10A	-TWTF--	:30	4	\$250.00	P-3	3.00	NM	4	\$1,000.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-TWTF--		4				\$250.00		3.00			
17	KSDK	07/30/12	07/30/12	Olympics Weekday DT Olympics Weekday DT	CM	Olympics Weekday	M-----	:30	1	\$750.00	P-2	5.60	NM	1	\$750.00
1X NA OLYMPIC DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	M-----		1				\$750.00		5.60			
18	KSDK	07/27/12	07/27/12	Olympics Opening Ceremonies Olympics Opening Ceremonies	CM	Olympics Opening	----F--	:30	1	\$8,325.00	P-1	24.30	NM	1	\$8,325.00
RATE REVISION OLYMPICS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	----F--		1				\$8,325.00		24.30			
19	KSDK	07/29/12	07/29/12	Olympics Weekend DT Olympics Weekend DT	CM	Olympics Weekend (12:00 PM-5:00 PM)	-----S	:30	1	\$2,400.00	P-2	8.30	NM	1	\$2,400.00
OLYMPICS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-----S		1				\$2,400.00		8.30			
20	KSDK	07/29/12	07/29/12	Olympics Weekend 6-9a Olympics Weekend DT	CM	Olympics Weekend	-----S	:30	1	\$1,500.00	P-2	5.00	NM	1	\$1,500.00
OLYMPICS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-----S		1				\$1,500.00		5.00			
21	KSDK	07/29/12	07/29/12	Olympics Prime Olympics Primetime	CM	Olympics Prime	-----S	:30	1	\$4,650.00	P-2	20.60	NM	1	\$4,650.00
TIME CHANGE OLYMPICS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-----S		1				\$4,650.00		20.60			
22	KSDK	07/29/12	07/29/12	Olympics Weekend 9-12p Olympics Weekend DT	CM	Olympics Weekend	-----S	:30	1	\$1,950.00	P-2	6.60	NM	1	\$1,950.00
OLYMPICS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-----S		1				\$1,950.00		6.60			
23	KSDK	07/24/12	07/26/12	LN (M-F) LN (M-F)	CM	10-1035p	-TWT---	:30	3	\$1,100.00	P-3	0.00	NM	2	\$3,300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-TWT---		3				\$1,100.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	07/23/12-07/29/12	LN (M-F)			10-1035p	-TWTh----	:30		(\$1,650.00)		0.00	NM		
		See MG 12.7,12.8,12.9,12.10,12.11 [Per Management]													
2	KSDK	07/23/12-07/29/12	LN (M-F)			10-1035p	-TWTh----	:30		(\$1,100.00)		0.00	NM		
		See MG 23.4,23.5 [Per Management]													
3	KSDK	07/23/12-07/29/12	LN (M-F)			10-1035p	-TWTh----	:30		(\$1,100.00)		0.00	NM		
		See MG 23.4,23.5 [Per Management]													
4	KSDK	07/25/12-07/26/12	LN (M-F)			10-1035p	--WTh----	:30		\$1,650.00		0.00	NM		
		Ⓜ MG for 23.2,23.3 [n/a]													
5	KSDK	07/25/12-07/26/12	LN (M-F)			10-1035p	--WTh----	:30		\$1,650.00		0.00	NM		
		Ⓜ MG for 23.2,23.3 [n/a]													
24	KSDK	07/27/12	07/30/12	Olympic Late News Olympics Late News	CM	Various	M--FSS	:30	4	\$1,800.00	P-2	0.00	NM	4	\$7,200.00

Order / Rev: 700971
 Alt Order #: 06232080
 Flight Dates: 07/24/12 - 08/05/12

Advertiser: Brunner, J/ R/ Senate
 Product Desc: BRUNNER FOR SENATE
 Estimate: 158

KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 07/27/12	08/02/12	M - - FSS		4		\$1,800.00		0.00				
25	KSDK	07/28/12	07/29/12	Olympics Weekend 9-12PM Olympics Weekend DT	CM	Olympics Weekenc- - - - - SS	:30	1	\$1,950.00	P-2	0.00	NM	1	\$1,950.00
OLYMPICS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 07/23/12	07/29/12	- - - - - SS		1		\$1,950.00		0.00				
26	KSDK	07/28/12	07/30/12	Olympics Overnight Olympics Overnight	CM	Olympics OvernighM- - - - SS	:30	2	\$75.00	P-2	0.00	NM	2	\$150.00
OLYMPIC OVERNIGHT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 07/28/12	08/03/12	M - - - - SS		2		\$75.00		0.00				
27	KSDK	08/02/12	08/03/12	Olympics Overnight Olympics Overnight	CM	Olympics Overnigh- - - 11 - -	:30	2	\$50.00	P-3	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 07/30/12	08/05/12	- - - 11 - -		2		\$50.00		0.00				
N28	KSDK	08/05/12	08/05/12	Olympics Weekend 4-6aCM Olympics Weekend DT	CM	Olympics Weekenc- - - - - S	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 07/30/12	08/05/12	- - - - - S		1		\$450.00		0.00				
												Totals	84	\$77,410.00